

REMARKS/ARGUMENTS

In view of the foregoing amendments and the following remarks, the applicants respectfully submit that the pending claims comply with 35 U.S.C. § 101. Accordingly, it is believed that this application is in condition for allowance. If, however, the Examiner believes that there are any unresolved issues, or believes that some or all of the claims are not in condition for allowance, the applicants respectfully request that the Examiner contact the undersigned to schedule a telephone Examiner Interview before any further actions on the merits.

The applicants will now address each of the issues raised in the outstanding Office Action.

Rejections under 35 U.S.C. § 101

Claims 22-43 and 57-69 stand rejected under 35 U.S.C. § 101 as being directed to non-statutory subject matter. The applicants respectfully request that the Examiner reconsider and withdraw this ground of rejection in view of the following.

Independent claims 22 and 57 have been amended to recite "a computer-implemented method", to recite that each of the acts are performed "using a computer system including one or more computers" and to recite the output of certain information to induce rendering on a networked client device. Claims 23-43 and 58-69 have been similarly amended. These amendments are supported by page Figures 1 and 2 and page 4, line 24 through page 8,

line 6.

Thus, in view of the foregoing amendments and remarks, claims 22-43 and 57-69 are directed toward statutory subject matter under 35 U.S.C. § 101.

Allowable Subject Matter

Claims 1-21, 44-56 and 70 are allowed.

New Claims

New claims 71 and 72 depend from claims 22 and 57, respectively, and further recite statutory subject matter. These claims are supported by block 22 of Figure 1, Figure 2, page 7, line 25-29 and page 8, lines 8-19.

Conclusion

In view of the foregoing amendments and remarks, the applicant respectfully submits that the pending claims are in condition for allowance. Accordingly, the applicants request that the Examiner pass this application to issue.

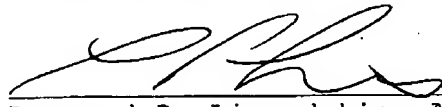
Any arguments made in this amendment pertain **only** to the specific aspects of the invention **claimed**. Any claim amendments or cancellations, and any arguments, are made **without prejudice to, or disclaimer of**, the applicant's right to seek patent protection of any unclaimed (e.g., narrower, broader, different) subject matter, such as by

way of a continuation or divisional patent application for example.

Since the applicants' remarks, amendments, and/or filings with respect to the Examiner's objections and/or rejections are sufficient to overcome these objections and/or rejections, the applicants' silence as to assertions by the Examiner in the Office Action and/or to certain facts or conclusions that may be implied by objections and/or rejections in the Office Action (such as, for example, whether a reference constitutes prior art, whether references have been properly combined or modified, whether dependent claims are separately patentable, etc.) is not a concession by the applicants that such assertions and/or implications are accurate, and that all requirements for an objection and/or a rejection have been met. Thus, the applicants reserve the right to analyze and dispute any such assertions and implications in the future.

Respectfully submitted,

March 17, 2009

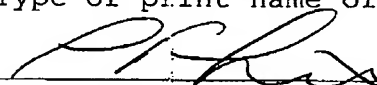

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I hereby certify that this paper (and any accompanying paper(s)) is being facsimile transmitted to the United States Patent Office on the date shown below.

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March 17, 2009

Date